

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Atty. Dock. No: 00398; AT1-112

Inventor: Samuel N. ZELLNER **Examiner:** Arthur D. DURAN

Serial No.: 09/740,375 **Confirmation No.** 4937

Filed: 12/19/2000 **Group Art Unit:** 3622

Title: IDENTITY BLOCKING SERVICE FROM A WEB ADVERTISER

MAIL STOP AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

AMENDMENT

Sir:

In reply to the Office Action mailed December 17, 2010 (the "Office Action"), in which a three (3) month period for reply is March 17, 2011, please amend the application as follows and consider the following remarks:

Please amend claim 21 and 26 as follows.